

## INVESTEE PROFILE: GIANT INDUSTRIAL GROUP

<b>Company Contact Info:</b>	<a href="mailto:mohammadsmadi@giantgroup.me">Mohammed Smadi</a> , Vice President of Business Development <a href="mailto:mohammadsmadi@giantgroup.me">mohammadsmadi@giantgroup.me</a> <a href="https://giantgroup.me/">https://giantgroup.me/</a>
<b>Location:</b>	Mafrq
<b>RLI Category:</b>	Potential R3 - sourcing from Syrian-owned suppliers
<b>Company Background:</b>	Established over 30 years ago, the company has grown to become a leading industrial manufacturer in the MENA region, owned and operated as a family business by the founder's descendants.
<b>Industry/Sector:</b>	Manufacturing of Chemicals, Home and Personal Care Products
<b>Products/Services:</b>	<ul style="list-style-type: none"> <li>Over 380 SKUs including raw materials and finished products in home care, personal care, and more.</li> <li>Provides raw materials to other companies in the chemical sector in Jordan and neighboring countries.</li> </ul>
<b>Export Activity:</b>	Exports to the GCC, North Africa, Pakistan, Australia, the United States, Sweden, Netherlands, Germany, and Belgium.
<b>Financial Performance:</b>	“Booming” especially in the GCC and Jordan.
<b>Management Team:</b>	<ul style="list-style-type: none"> <li>Led by a second-generation family member, focusing on long-term sustainability and restructuring to support future generations with new governance and branding.</li> </ul>
<b>Employees and Refugee Workforce:</b>	<ul style="list-style-type: none"> <li>Employs around 380 individuals, mostly located in Mafrq and surrounding areas, including migrant workers from India, Bangladesh, and Egypt.</li> <li>More than 75% of the workforce comprises migrant workers, accommodated in company-provided residences.</li> <li>Participated in upskilling/training programs with Luminus for high school graduates a couple of years ago as well as camp-based programs to find qualified workers.</li> </ul>
<b>Market Overview and Trends:</b>	Actively involved in restructuring business practices to enhance brand and product lines.
<b>Estimated Investment Needs:</b>	Not “emotionally or operationally” ready for investment but currently undergoing strategic restructuring and may consider external financing in the near the future.
<b>Prior Experience with Investment:</b>	Primarily family-funded with a strategic approach to maintaining control and independence within the family structure, with loans from Jordanian banks.
<b>RLI Thesis and Impact Opportunity:</b>	<ul style="list-style-type: none"> <li>Potential for impact on local employment and economic activity in Mafrq through its expansive manufacturing and export operations.</li> <li>Engages extensively in supporting local communities through employment and potential training programs.</li> <li>Providing raw materials to most of the Syrian-owned detergent factories in Jordan and working together to improve industry regulations and standards.</li> <li>Suppliers include Syrian-owned companies, e.g., fragrance (Sigma) and labels.</li> </ul>
<b>RLI Technical Assistance Needs:</b>	Might benefit from partnerships that could facilitate the implementation of more targeted training programs for both local and refugee workers to enhance skills relevant to factory operations.